



FOR IMMEDIATE RELEASE

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**Southern Lithoplate and ECRM Announce High-Speed NEWSmax Violet CtP Solution
for PAGE Co-op Members**

WAKE FOREST, N.C. — Southern Lithoplate, Inc., the most dedicated and trusted source for newspapers' prepress and pressroom needs, and its Strategic Alliance partner ECRM Imaging Systems, a global leader in imaging technologies for the graphic communications industry, are pleased to announce a remarkably productive system for PAGE Cooperative members looking to upgrade to the latest advances in violet computer-to-plate (CtP) technology.

This innovative violet CtP solution bundles the next-generation Southern Lithoplate Replica™ HSV violet photopolymer digital plate with the newly released ECRM NEWSmax violet platesetter and advanced DM Screening, a dynamic product combination that Southern Lithoplate is launching for PAGE members. It gives newspaper printing operations the highest productivity and lowest cost of ownership for their throughput needs.

“Through our close partnership with Southern Lithoplate, we are making available to each PAGE member a winning combination of our new violet newspaper CtP product offerings,” said Rick Black, President and CEO of ECRM.

World’s fastest CtP solution

The NEWSmax family of fully automated CtP devices provides unparalleled efficiency and productivity for high plate-volume newspapers and cold-web printers. The NEWSmax product line achieves plate imaging speeds from 100 plates per hour up to a blazing 400 plates per hour at 1,270 dpi. It accommodates plate sizes ranging from 10.4 x 18.43 inches to 25.19 x 36.6 inches, ideal for pressrooms that print with Berliner through doublewide plates. Plate imaging speed can be upgraded at the user facility to meet increased production requirements. In addition, the high-capacity trolley handles up to 1,000 plates for long, unattended operation.

DM Screening, ECRM’s advanced halftone screening method, digitally modulates the placement of dots to produce significantly more detail in images utilizing a dot equivalent to 350 lpi to 400 lpi in conventional screening. DM Screening enhances detail in highlight and shadow areas, eliminates moiré and enables overall higher output quality.

“The small-footprint, highly efficient and high-speed ECRM NEWSmax CtP product line, with variable throughput speeds that can be upgraded in the field, can handle any newspaper requirement at an economical cost,” Black said. “And ECRM’s new DM Screening software has the ability to double the image quality of CtP output on press. Together, these products can provide PAGE members with a distinct advantage over competitors.”

Consistent printability with high-quality results

Southern Lithoplate Replica HSV violet plates combine wide exposure latitude with an outstanding ink-and-water balance on press. Replica HSV plates hold a crisp image area for up to 250,000 impressions (over 1 million impressions with postbaking). These enhanced press performance features allow for faster roll-up and reduced paper waste.

“As a PAGE Platinum Supplier, Southern Lithoplate is committed to working with industry leaders in the development of CtP devices and workflow management systems to deliver exceptional value and performance,” said Steven Mattingly, SLP’s Senior Vice President of Sales and Marketing. “PAGE members can select the system components that best fit their production environment and budget. Along with the benefits of one-stop shopping, Southern Lithoplate’s 24/7/365 technical service and support team can quickly resolve any issues PAGE members might encounter.”

Please contact Ted McGrew, Director of National Accounts, at 317-407-5553 or visit the Southern Lithoplate website at www.slp.com for details.

About ECRM

ECRM, Incorporated (“ECRM Imaging Systems”) is a global leader in imaging technologies for the graphic communications industry. For over four decades, ECRM has successfully applied a broad range of optical, imaging, laser and digital-electronic technologies to meet the business needs of its customers. The Massachusetts-based company has installed and supported more than 2,000 violet CtP devices worldwide, over 1,000 of these to newspaper customers. The company has a worldwide installed base of over 27,000 imagesetters in 110 countries. ECRM’s Tewksbury, Mass., facility is ISO 9001:2008 certified and is dedicated to maintaining the highest standards in research and development, design, manufacturing, service and support. ECRM — *Competing by Design*.

About Southern Lithoplate, Inc.

Southern Lithoplate, Inc. (www.slp.com), headquartered in North Carolina, specializes in the manufacture, distribution and service of analog and digital plates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value and Performance throughout the world. Southern Lithoplate provides customers with a full array of high-quality, value-priced products. Southern Lithoplate’s service infrastructure is designed to exceed the needs of the company’s customer markets. State-of-the-art manufacturing facilities are located in Jackson, Tenn.; Grand Rapids, Mich.; and near the world-renowned Research Triangle Park in North Carolina.

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